



U.S. Army 2005 MWR Leisure Needs Survey Results

**Redstone Arsenal
Alabama**

BRIEFING OUTLINE

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▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

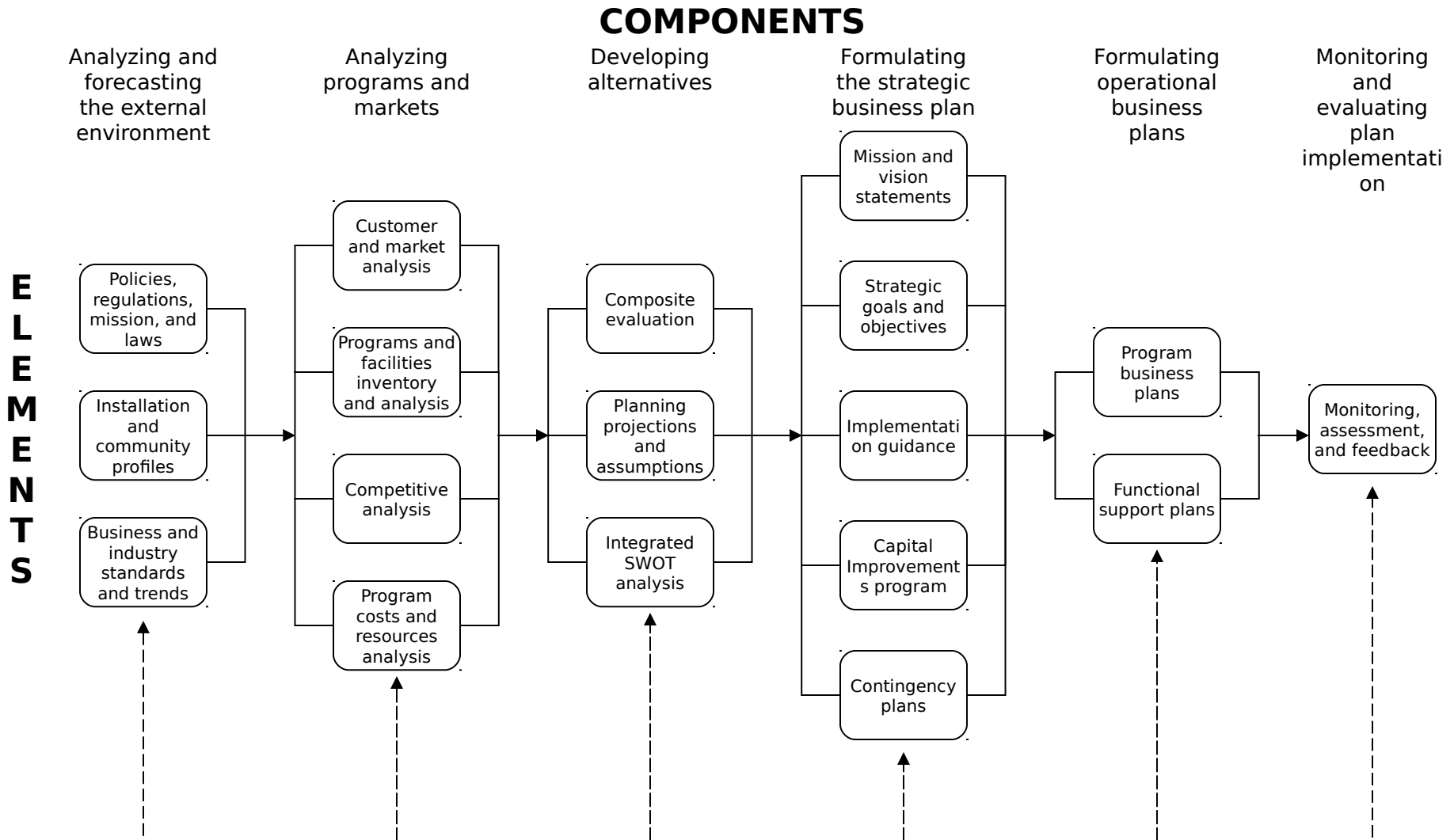
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 4,823 surveys were distributed at Redstone Arsenal



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Redstone Arsenal:					
Active Duty	2,135	1,088	407	37.41%	±4.37%
Spouses of Active Duty	8,072	1,555	150	9.65%	±7.93%
Civilian Employees	27,023	975	441	45.23%	±4.63%
Retirees	9,831	1,205	275	22.82%	±5.83%
Total	47,061	4,823	1,273	26.39%	±2.71%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

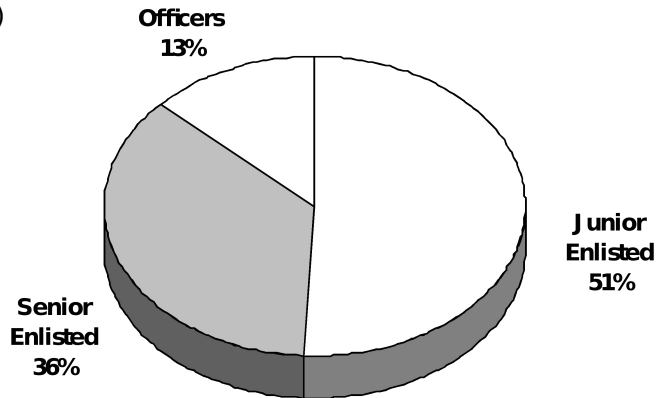
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

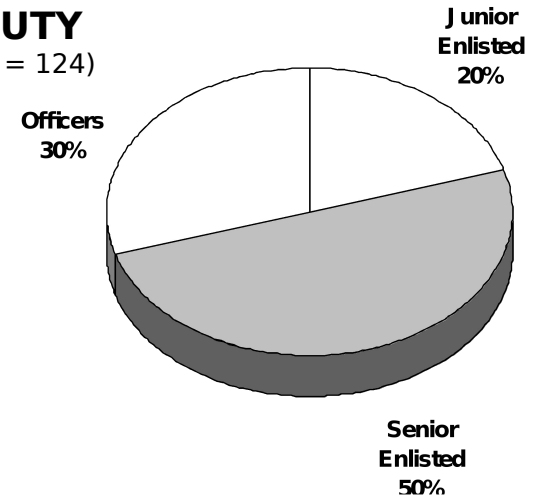
ACTIVE DUTY

(n = 387)



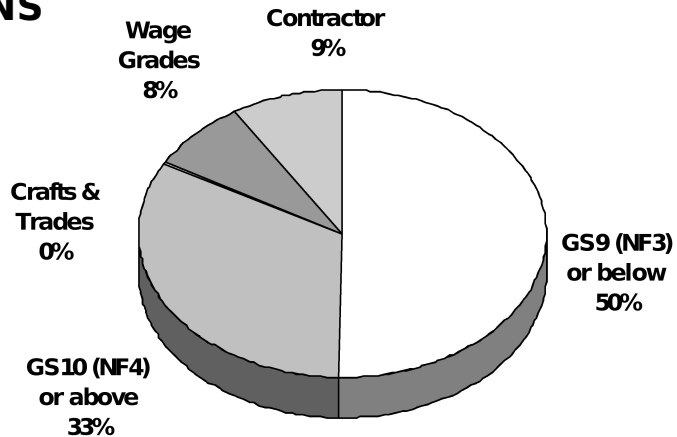
SPOUSES OF ACTIVE DUTY

(n = 124)



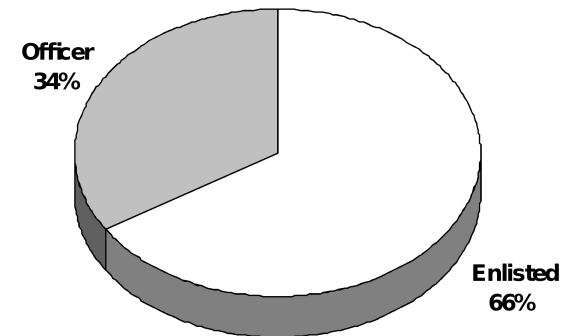
CIVILIANS

(n = 402)



RETIREEES

(n = 204)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT REDSTONE ARSENAL

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MOST FREQUENTLY USED FACILITIES

Bowling Food & Beverage	31%
Bowling Center	27%
Car Wash	26%
ITR - Commercial Travel Agency	23%
Library	22%

LEAST FREQUENTLY USED FACILITIES

BOSS	4%
School Age Services	5%
Bowling Pro Shop	6%
Multipurpose Sports/Tennis Courts	6%
Child Development Center	7%

MWR PROGRAMS & FACILITIES: SATISFACTION AT REDSTONE ARSENAL*

Redstone Arsenal

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Car Wash	4.55
Library	4.49
Bowling Food & Beverage	4.47
Recreation/Community Activity Ctr.	4.46
Automotive Skills	4.45

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Golf Course	4.14
Cabins & Campgrounds	4.15
Golf Course Pro Shop	4.17
Golf Course Food & Beverage	4.21
Swimming Pool	4.25

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT REDSTONE ARSENAL*

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FACILITIES WITH HIGHEST QUALITY RATINGS*

Car Wash	4.39
School Age Services	4.35
Child Development Center	4.32
Library	4.31
Youth Center	4.30

FACILITIES WITH LOWEST QUALITY RATINGS*

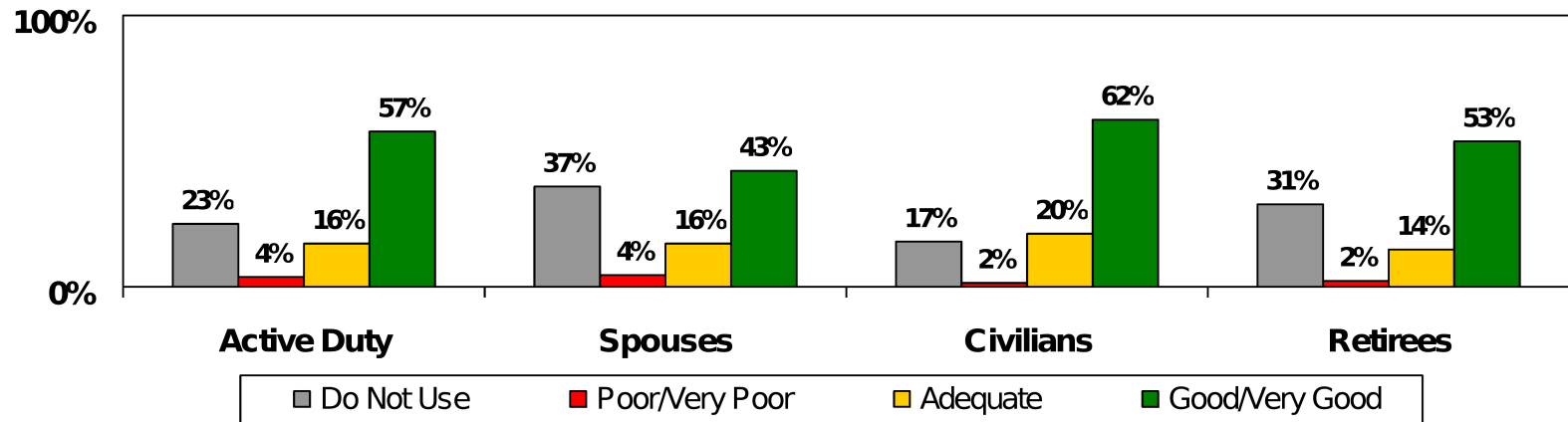
Cabins & Campgrounds	3.92
Multipurpose Sports/Tennis Courts	4.03
Swimming Pool	4.07
Bowling Food & Beverage	4.12
Post Picnic Area	4.14

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

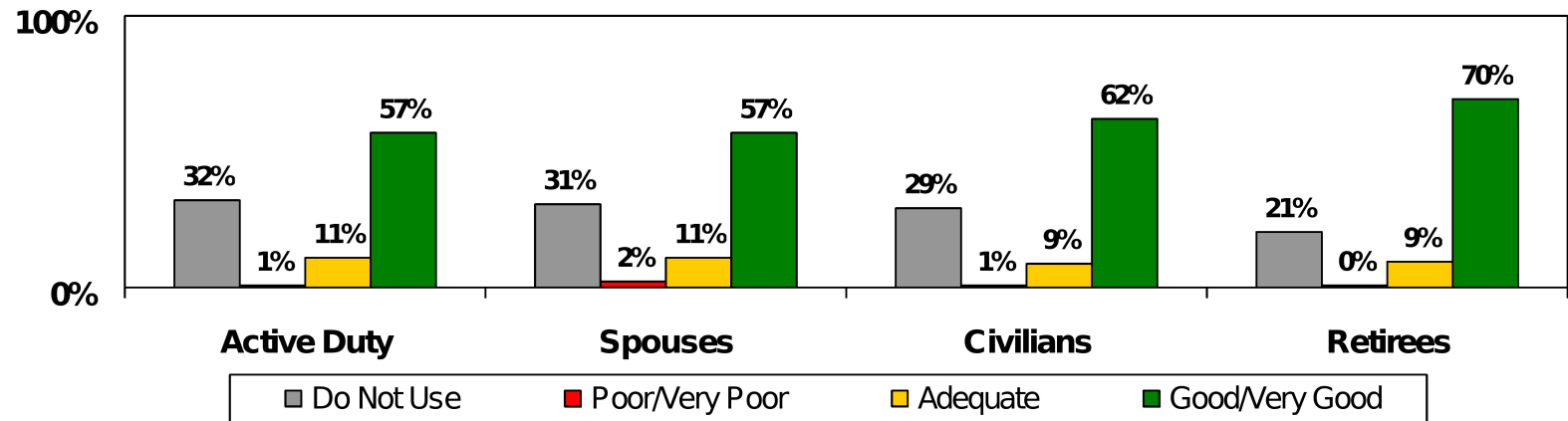
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



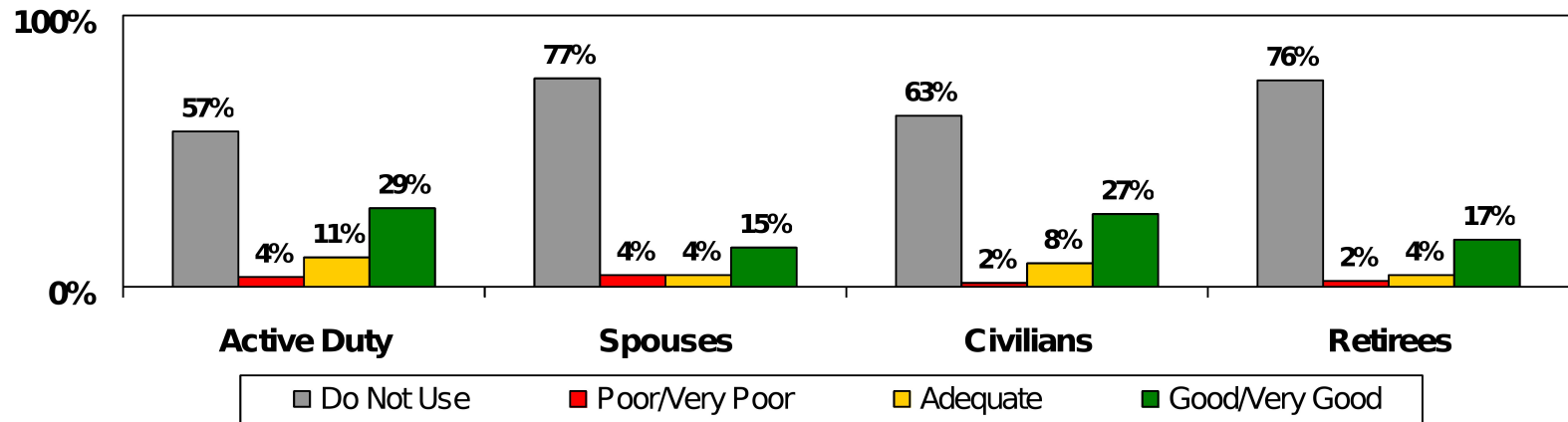
Quality of Off-Post Services



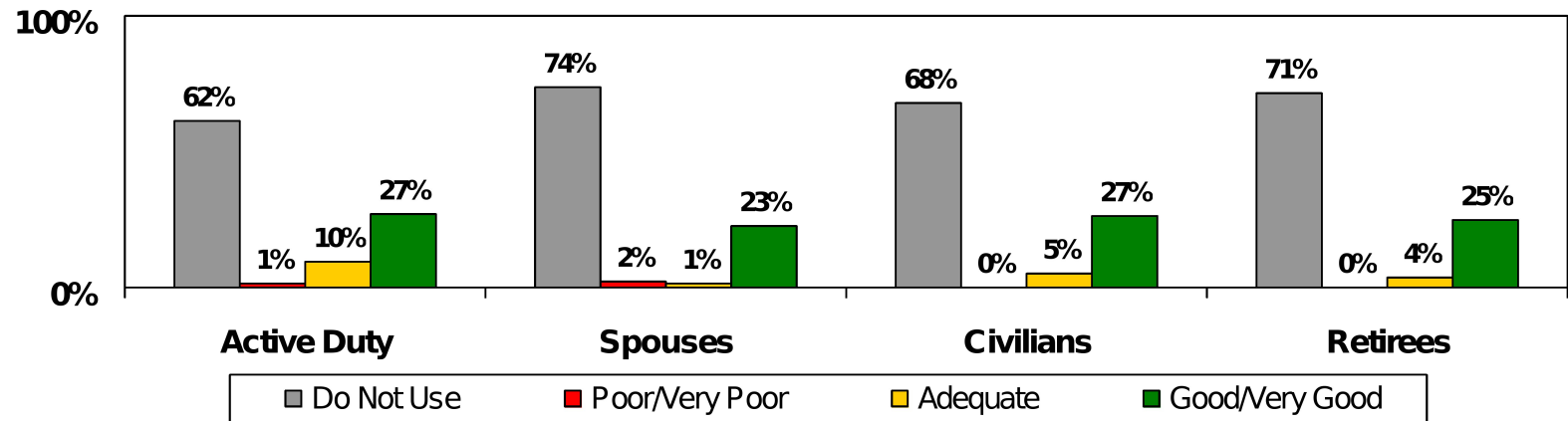
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



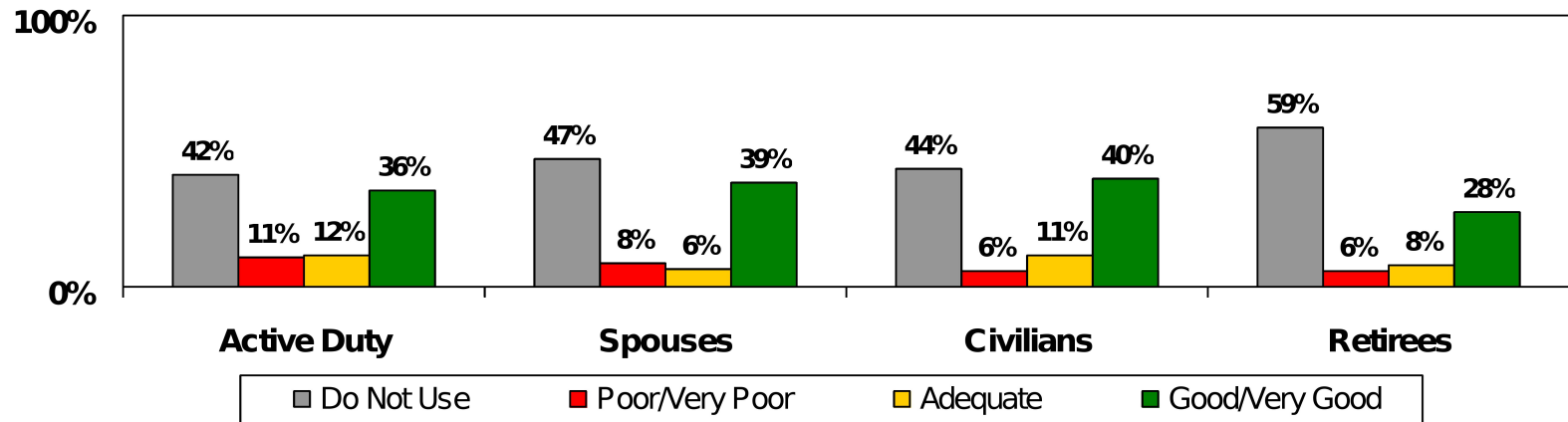
Quality of Off-Post Services



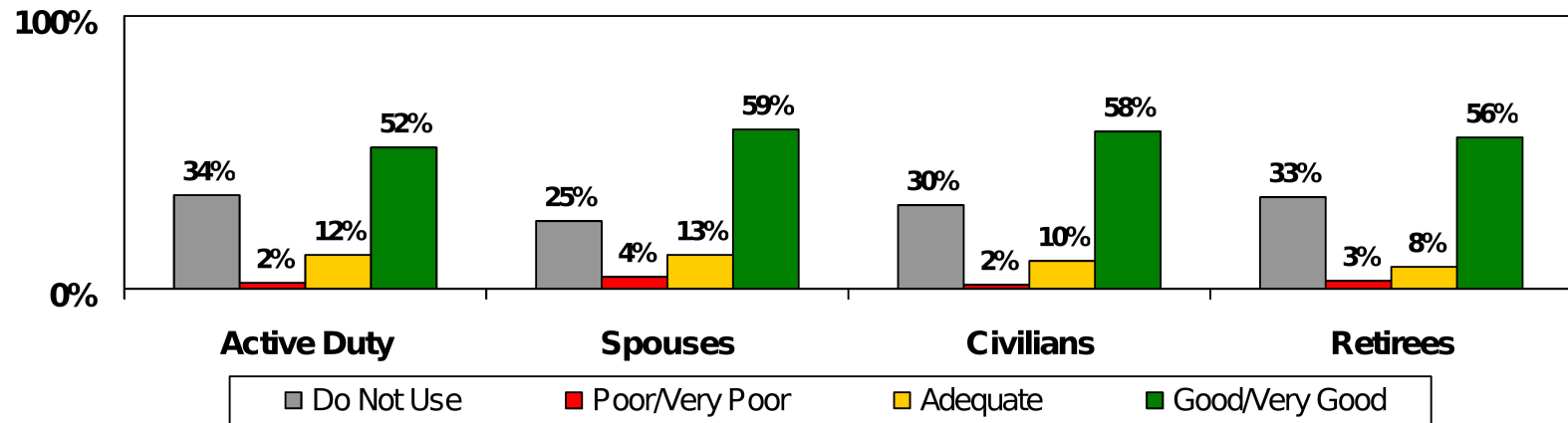
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

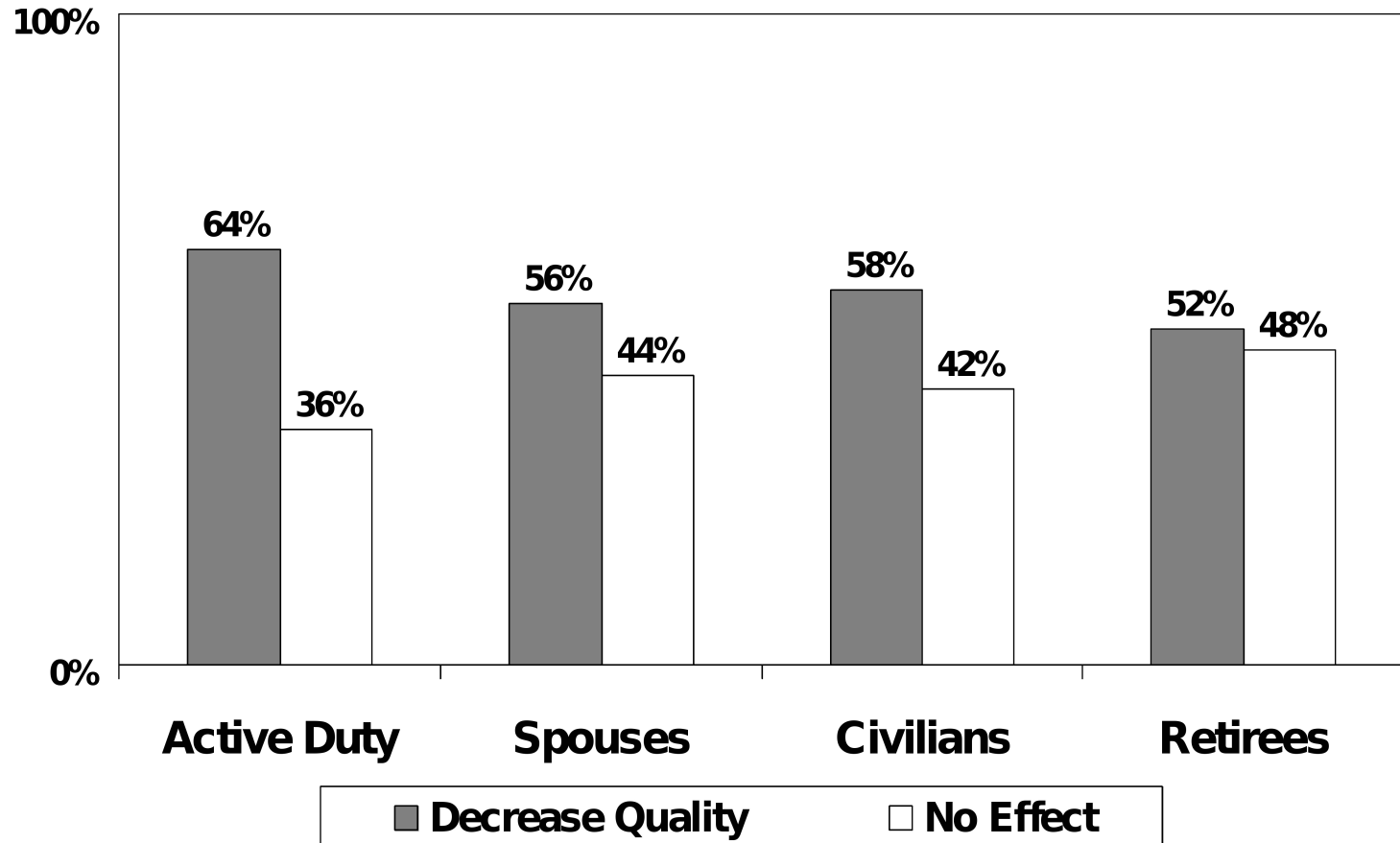


Quality of Off-Post Services



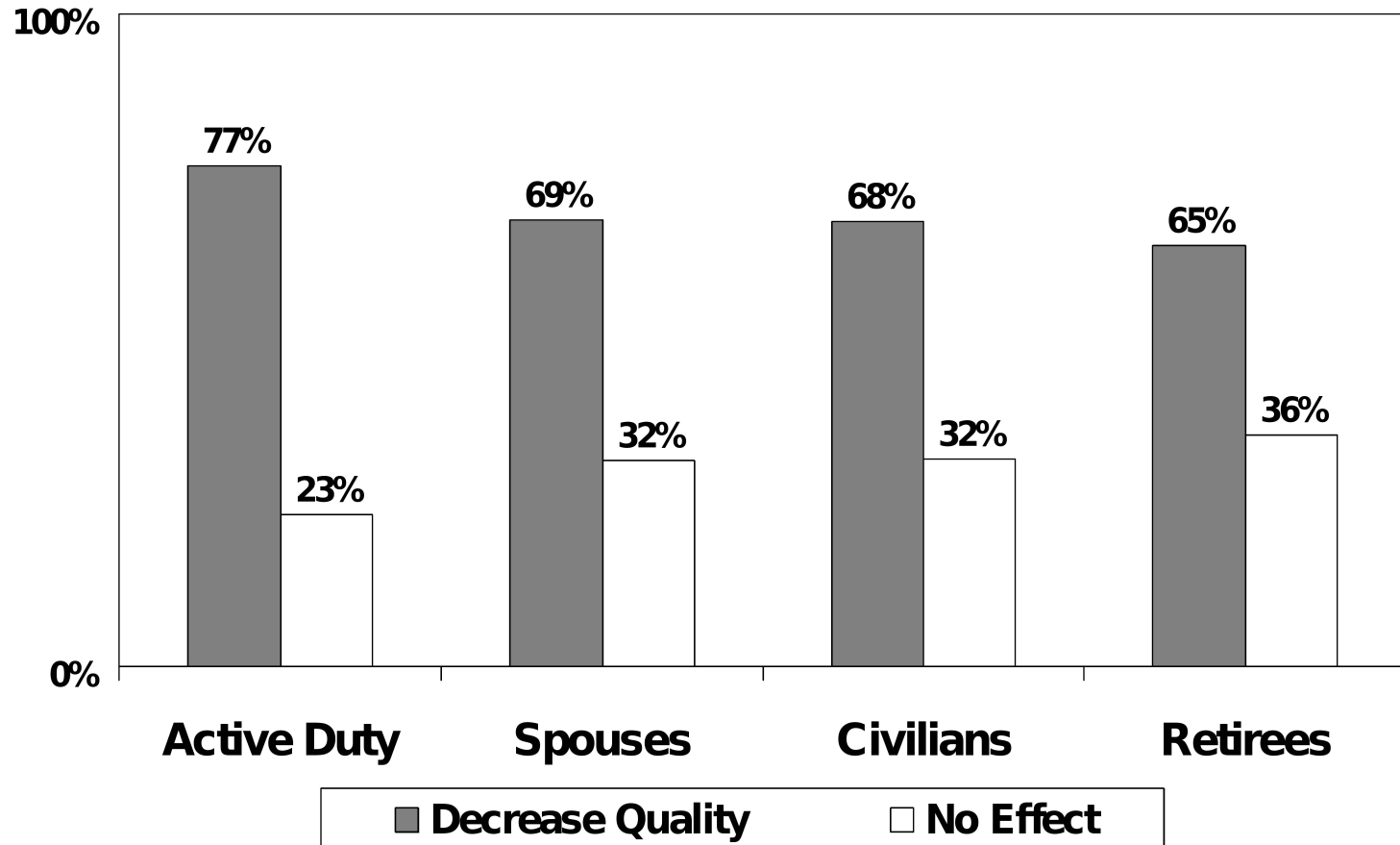
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Army Lodging	65%
Fitness Center/Gymnasium	63%
Child Development Center	61%
Youth Center	52%
Library	47%
School Age Services	44%
Bowling Center	40%

RV Park	62%
Golf Course Pro Shop	55%
Car Wash	50%
Bowling Pro Shop	49%
Arts & Crafts Center	46%
Golf Course Food & Beverage	41%
Golf Course	40%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	22%	18%	29%	13%	24%
E-mail	34%	25%	57%	18%	43%
Friends and neighbors	28%	36%	25%	31%	28%
Family Readiness Groups (FRGs)	6%	32%	2%	1%	7%
Bulletin boards on post	34%	20%	31%	25%	28%
Post newspaper	35%	32%	55%	51%	50%
MWR publications	23%	21%	43%	30%	36%
Radio	5%	6%	7%	7%	7%
Television	6%	5%	8%	8%	7%
My child(ren) let(s) me know	6%	5%	3%	1%	3%
Other unit members or co-workers	25%	13%	26%	10%	21%
Unit or post commander or supervisor	21%	4%	8%	2%	7%
Marquees/billboards	15%	17%	17%	19%	17%
Flyers	27%	18%	36%	30%	32%
Other	9%	11%	5%	10%	7%
I never hear anything	16%	17%	3%	13%	8%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	90%	93%
Better Opportunities for Single Soldiers	70%	N/A
Army Community Service	69%	53%
MWR Programs and Services	75%	79%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL [†]
Information and Referral	59%	83%	17%
Outreach programs	52%	80%	20%
Family Readiness Groups	63%	76%	24%
Relocation Readiness Program	63%	88%	12%
Family Advocacy Program	63%	86%	14%
Crisis intervention	58%	76%	24%
Money management classes, budgeting assistance	61%	81%	19%
Financial counseling, including tax assistance	63%	90%	10%
Consumer information	47%	81%	19%
Employment Readiness Program	55%	77%	23%
Foster child care	39%	74%	26%
Exceptional Family Member Program	59%	85%	15%
Army Family Team Building	55%	73%	27%
Army Family Action Plan	51%	75%	25%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	56%	97%	3%
Outreach programs	51%	76%	24%
Family Readiness Groups	85%	86%	14%
Relocation Readiness Program	70%	94%	6%
Family Advocacy Program	73%	78%	22%
Crisis intervention	51%	69%	31%
Money management classes, budgeting assistance	67%	76%	24%
Financial counseling, including tax assistance	66%	89%	11%
Consumer information	37%	79%	21%
Employment Readiness Program	64%	87%	13%
Foster child care	23%	57%	43%
Exceptional Family Member Program	60%	87%	13%
Army Family Team Building	52%	93%	7%
Army Family Action Plan	38%	74%	26%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	63%	50%
Personal job performance/readiness	62%	59%
Unit cohesion and teamwork	61%	51%
Unit readiness	61%	61%
Relationship with my spouse	57%	37%
Relationship with my children	59%	38%
My family's adjustment to Army life	61%	52%
Family preparedness for deployments	62%	58%
Ability to manage my finances	58%	38%
Feeling that I am part of the military community	62%	52%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	89%	86%
Helps minimize lost duty/work time due to lack of child care/youth services	87%	84%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	83%	56%
Allows me to work outside my home	81%	86%
Allows me to work at home	60%	74%
Offers me an employment opportunity within the CYS program	69%	77%
Allows me/my spouse to better concentrate on my/our job(s)	83%	79%
Provides positive growth and development opportunities for my children	84%	84%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

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POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	74%
Personal job performance/readiness	77%
Unit cohesion and teamwork	71%
Unit readiness	69%
Ability to manage my finances	64%
Feeling that I am part of the military community	71%
Relationship with my children (single parents)	68%
My family's adjustment to Army life (single parents)	68%
Family preparedness for deployments (single parents)	70%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	59%
Internet access/applications (home)	48%
Entertaining guests at home	48%
Going to movie theaters	42%
Special family events	39%
Gardening	36%
Walking	34%
Automotive detailing/washing	30%
Going to beaches/lakes	30%
Plays/shows/concerts	27%

Top 5 for Spouses of Active Duty

Watching TV, videotapes, DVDs	67%
Going to movie theaters	62%
Entertaining guests at home	62%
Internet access/applications (home)	61%
Special family events	49%

Top 5 for Civilians

Watching TV, videotapes, DVDs	55%
Internet access/applications (home)	45%
Entertaining guests at home	44%
Going to movie theaters	38%
Special family events	38%

Top 5 for Active Duty

Watching TV, videotapes, and DVDs	45%
Internet access/applications (home)	43%
Entertaining guests at home	38%
Going to movie theaters	37%
Running/jogging	34%

Top 5 for Retirees

Watching TV, videotapes, DVDs	63%
Entertaining guests at home	49%
Internet access/applications (home)	46%
Gardening	45%
Walking	40%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	9%
Softball	7%
Volleyball	4%
Soccer	4%
Self-directed sports tournaments	2%

Outdoor Recreation

Going to beaches/lakes	30%
Fishing	24%
Picnicking	24%
Camping/hiking/backpacking	17%
Bicycle riding/mountain biking	14%

Social

Entertaining guests at home	48%
Special family events	39%
Night clubs/lounges	21%
Happy hour/social hour	20%
Dancing	19%

Sports and Fitness

Walking	34%
Cardiovascular equipment	25%
Bowling	22%
Weight/strength training	21%
Running/jogging	16%

Entertainment

Watching TV, videotapes, DVDs	59%
Going to movie theaters	42%
Plays/shows/concerts	27%
Festivals/events	24%
Attending sports events	23%

Special Interests

Internet access/applications (home)	48%
Gardening	36%
Automotive detailing/washing	30%
Automotive maintenance & repair	26%
Digital photography	23%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	22%	N/A	22%
Internet access (library)	20%	N/A	20%
Reference/research services	15%	N/A	15%
Study/self development	15%	N/A	15%
Multi-media (videos, DVDs, CDs)	15%	N/A	15%
Cardiovascular equipment	11%	14%	25%
Weight/strength training	10%	11%	21%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

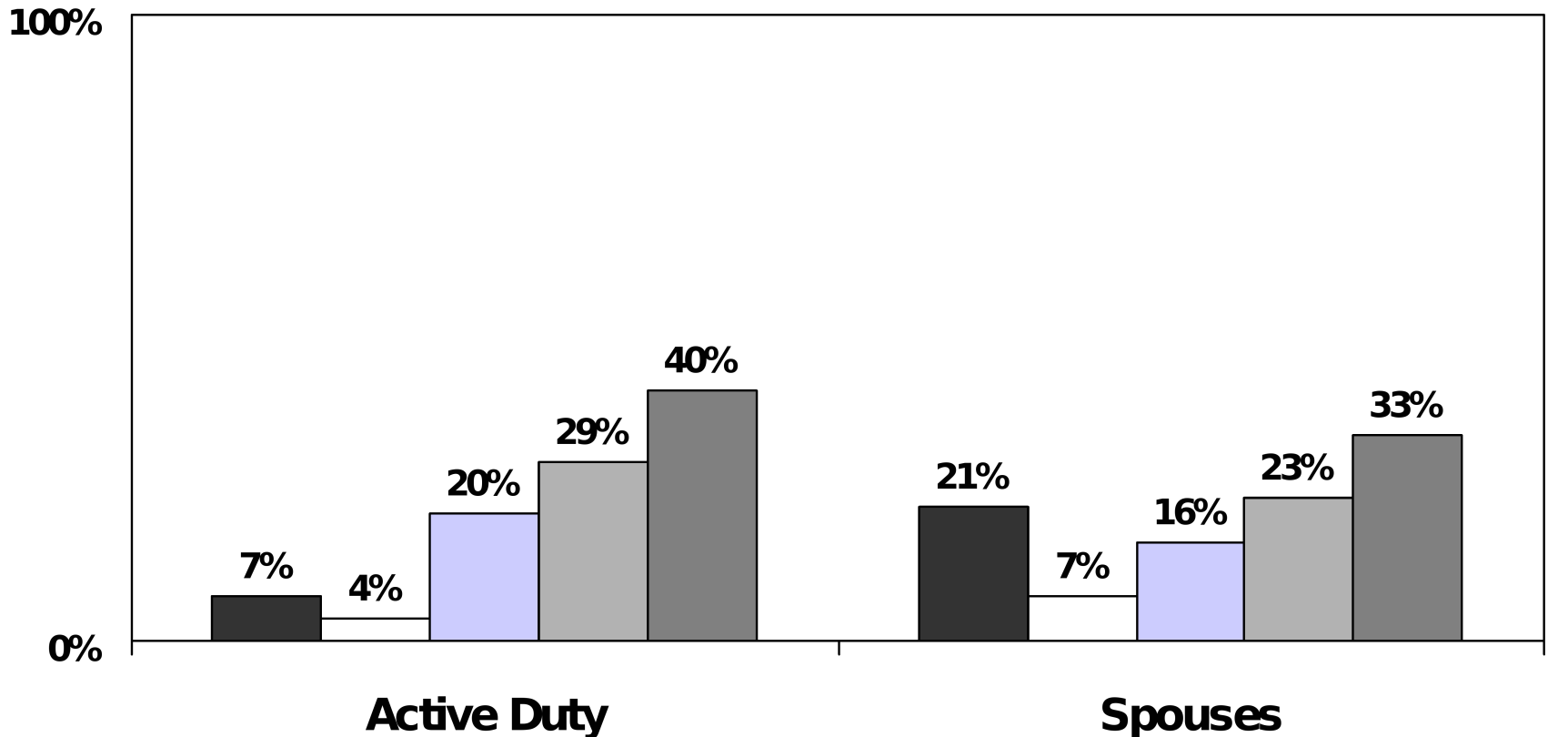
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	5%	2%	40%	48%
Gardening	1%	2%	33%	36%
Automotive detailing/washing	6%	7%	17%	30%
Automotive maintenance & repair	6%	8%	11%	26%
Digital photography	1%	4%	18%	23%
Computer games	1%	2%	19%	21%
Trips/touring	1%	13%	0%	14%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

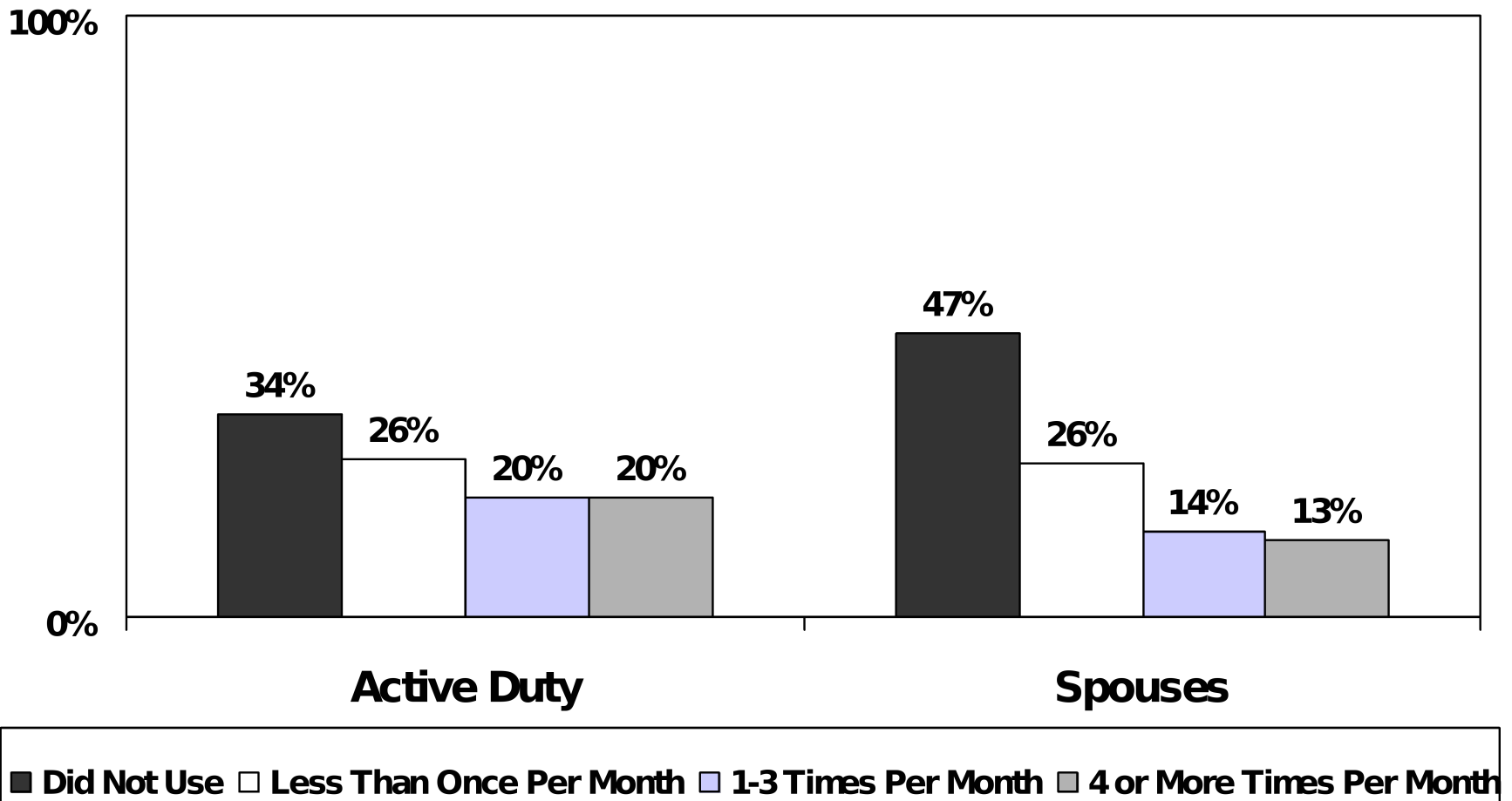
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■ Not Important □ Slightly Important ■ Moderately Important ■ Important ■ Very Important

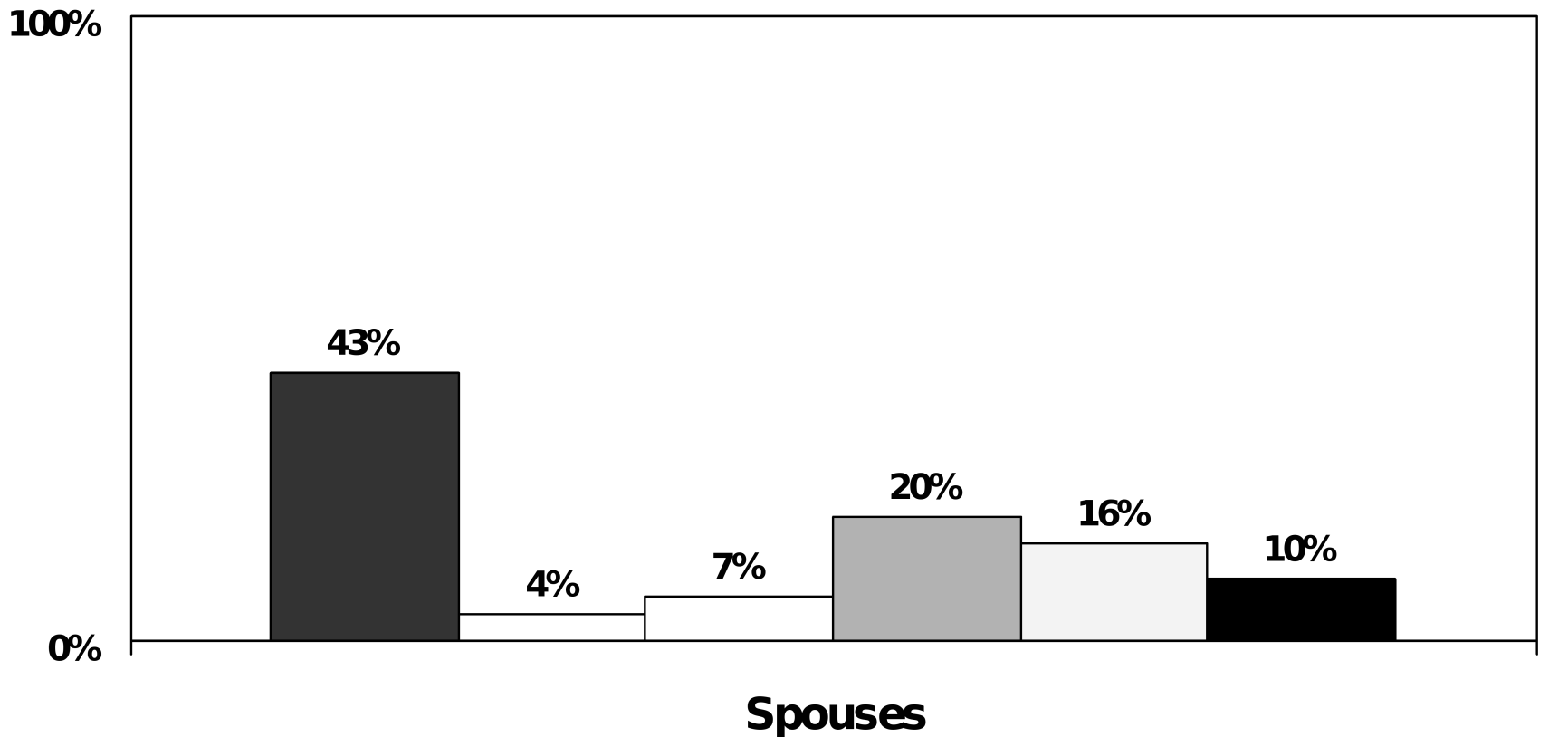
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

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■ Did Not Use □ Much Less □ Somewhat Less ■ About the Same □ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	7%
Probably will not make military a career	7%
Undecided	25%
Probably will make military a career	20%
Definitely will make military a career	41%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	13%
Not Sure	26%
Yes	61%

NEXT STEPS

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□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)